

# COURSE DETAIL

## INTERNATIONAL BUSINESS MANAGEMENT

**Country**

United Kingdom - England

**Host Institution**

University of Bristol

**Program(s)**

University of Bristol

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

113

**UCEAP Course Suffix**

N

**UCEAP Official Title**

INTERNATIONAL BUSINESS MANAGEMENT

**UCEAP Transcript Title**

INTL BUSINESS MGMT

**UCEAP Quarter Units**

8.00

**UCEAP Semester Units**

5.30

### **Course Description**

This course examines the contemporary international business issues and challenges posed to managers and organization operating across national borders. The course is highly interactive and covers issues such as the role of multinationals and foreign entry strategies. The course also provides opportunity for students to develop their analytical and transferable skills. By the end of the unit, students would have developed the skills to critically evaluate issues and challenges facing organizations operating across national borders.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

EFIM20003

### **Host Institution Course Title**

INTERNATIONAL BUSINESS MANAGEMENT

### **Host Institution Campus**

University of Bristol

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

School of Economics, Finance, and Management

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